

Senior Staff Meeting
August 27, 2012
Meeting Notes

Attending: John Carmichael, Art Costantino, Susan Harris, Lee Hoemann, Steve Hunter,
John Hurley, Les Purce, Steve Trotter, Laurel Uznanski, Jane Wall, Michael
Zimmerman
Absent: Julie Garver, Sarah Pedersen, Todd Sprague
Guests: Julian Genette, Bryan Gould, Erin Gray, and Jared Sorber

Review of Minutes

The August 20, 2012 minutes were not yet ready for review.

Announcements

- The Jackie Robinson Scholarship night at the Mariner's Game at Safeco Field is scheduled for this Friday, August 31, 2012.
- Steve T. received an email from The Office of Financial Management regarding the implications of potential federal budget reductions. The memo requests that state agencies take actions to: continue to monitor estimates of dollar impact of federal programs subject to sequestration; talk to federal counterpart agencies about the implications of possible cuts in any federal funding now received by our agency; examine the administration's report on sequestration details; and develop proposals for the service reduction that would take effect should the sequestration order be implemented.

Continued Discussion with Admissions Counselors

The Evergreen State College will not be included in the new edition of "Colleges that Change Lives" (CTCL). We have not heard back yet as to the reason we were not included. Hampshire, Antioch and Hiram were also dropped from the CTCL list. Hillsdale College (MI), St. Mary's College (CA), University of Puget Sound (WA) and Willamette University (OR) were added. We are currently on tour with the CTCL non-profit organization and will stay on tour this year. In addition it was noted that Evergreen has fallen to the 38th spot with the Sierra Club. The scoring criteria for the Sierra Club changed to AASHE Stars which is more in-depth, however places a focus on actual degrees offered by the institution.

Julian Genette, Bryan Gould, Erin Gray, and Jared Sorber joined the meeting to continue discussion regarding what has changed out there and how to respond.

There is a stronger focus on employability due to the economy. The reputation regarding the employability of Evergreen graduation is negative in some quarters, in particular with some parents and community college faculty in the local area. There a lot of information that could counteract these unfounded assertions, i.e. positive press could include; career services support, internship experience, faculty references, etc.

With regard to declining student enrollment, it was noted that many students in recent years enrolled while receiving unemployment benefits. These unemployment benefits have since expired, and some students have also reached the end of financial aid resources. There is a increasing competition from Brandman, UW Bothell, UW Tacoma, City University, and UPS. While Western Governors may be pulling some students that would otherwise enroll, they have limited offerings available.

Concerns include staff retention, some High School counselors not recommending or even knowing about Evergreen, more communications from academics, web presence, foundational trailheads, more outside communications outside of recruitment, and more alumni engagement.

Specific Asks

- Update and maintain website to reflect what Evergreen is and to appeal to prospective students.
- Create “trailheads” to better identify pathways.
- Regular conversation with faculty/Deans and admissions regarding academic offerings.
- Curriculum and catalog online by September 1st.
- Public relations push in local region to address reputation of Evergreen.
- Address staff retention issues in admissions (pay, duties, advancement opportunities).

Decisions and Actions

- Talking points to be created for admission counselors regarding the CTCL.
- Faculty to participate in fall college nights. Bryan G. to forward dates for fall college nights to Michael Z. (Bryan G., Michael Z.)
- VPs and Les to continue discussions (Les, VPs).